

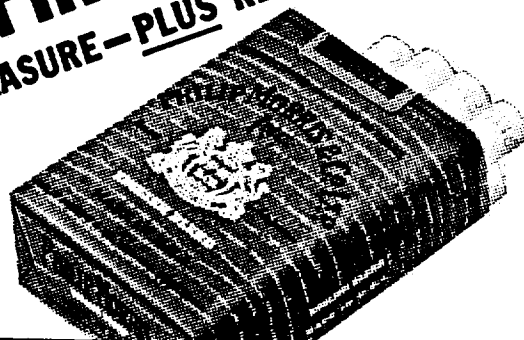
YOU CAN'T HELP INHALING...BUT you can help your throat!

FOUND by distinguished doctors — who compared five leading cigarettes, including Philip Morris — this vital difference:

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS... AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

75

CALL FOR PHILIP MORRIS
FINER PLEASURE — PLUS REAL PROTECTION!



AMERICA'S FINEST CIGARETTE

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DO YOU INHALE? All smokers do — some of the time

FOUND by distinguished doctors — who compared five leading cigarettes, including Philip Morris — this vital difference:

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS... AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

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